

From: Alexandra Avery [lexi.a@me.com]
Sent: Tuesday, April 22, 2014 8:57 AM
To: Kobayashi, Ann
Cc: Fukunaga, Carol A; Anderson, Ikaika; Chang, Steven; kpine@honolulu.gov; Martin, Ernie; Menor, Ron; Harimoto, Breene; Manahan, Joey; -

Subject: Testimony in Opposition to Bill 69

Councilwoman Ann Kobayashi
Chair, Budget Committee
City Council of Honolulu

Aloha Councilwoman Kobayashi and Budget Committee members,

Please accept my testimony in strong opposition to Bill 69.

Just as it costs a considerable sum to run the City and County of Honolulu, there is a cost to maintaining our 'brand' that brings the visitor dollars to our island. One of the tenants of this brand is our beautiful view scape, free of billboards, moving and stationary.

Changing this longstanding Hawaii law will have a greater impact on us when we consider the degradation to our beautiful view plane. Outdoor advertising simply does not support the selling of our image as a relaxing and beautiful island and billboard free state.

I remember when our Mayor helped The Outdoor Circle write the language and foster the move to protect our county from ariel advertising. What changed from his time as a Representative to his serving as our Mayor? Managing the budget can still be done in accordance with our longstanding laws. Please remind the Mayor of his words not that long ago " The City Council's decision not to allow advertising on the outside of buses was a vote in favor of Honolulu's and Hawaii's cutting edge laws banning billboards from our state."

Mahalo,

Alexandra Avery
President of The Outdoor Circle
Working to keep Hawai'i clean, green, and beautiful since 1912

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